

Message Text

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PAGE 01 ATHENS 06290 081139Z
ACTION EUR-12

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UNCLAS ATHENS 6290

USDOC FOR OED/EID

E.O. 11652: N/A

TAGS:

SUBJ: VSMF QUARTERLY EVALUATION

REF A. USDOC 12154, B. ATHENS 3268, C. ATHENS 1847, D. 76 ATHENS 1245
1

1. SINCE THE EMBASSY'S LAST REPORT AN ADDITIONAL FIFTEEN DOCUMENTED BUSINESS VISITORS HAVE USED THE VSMF SYSTEM, WITH FOUR OF THOSE USERS REPORTING NEGATIVE RESULTS, I.E. UNABLE TO FIND INFORMATION THEY WERE LOOKING FOR.

2. THE EMBASSY COMMERCIAL SECTION HAS COMPLETED THE EXTENSIVE PROMOTION PROGRAM OUTLINED REFTELS. SINCE THE COMPLETION OF THIS PROGRAM THE NUMBER OF DAILY VISITORS HAS DECREASED. THUS OUR EXPERIENCE NOW INDICATES THAT UNLESS A CONTINUOUS EFFORT IS MADE TO INVITE PEOPLE TO USE THE SYSTEM, THE NUMBER OF VISITORS WILL DECREASE.

3. SUCESS STORY: ON JULY 6, 1977, A GREEK FIRM WITH A DOLLS. 35 MILLION CONTRACT TO DRILL DEEP WATER WELLS IN LIBYA USED THE SYSTEM TO SEEK INFORMATION ON INGERSOLL-RAND, CHICAGO PNEUMATIC AND KOEHRING CORP. THROUGH THE VSMF
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THE GREEK COMPANY WAS ABLE TO OBTAIN PHOTOCOPIES OF SPECIFICATIONS OF THE DRILLING RIGS WHICH THEY ARE SEEKING FOR THEIR PROJECT. THE GREEK COMPANY WAS DELIGHTED WITH THE SERVICE RENDERED AND SAID IT SAVED THEM MUCH TIME AND EFFORT. THE US COMPANIES WILL BE CONTACTED DIRECTLY BY THE GREEK FIRMS.

4. DESPITE THE FACT THAT THE REGIONAL TRADE DEVELOPMENT OFFICER (RTDO) IN ATHENS OFFERED VSMF SERVICE TO THE GULF COMMERCIAL OFFICER'S CONFERENCE IN MANAMA, BAHRAIN IN NOVEMBER 1976, ONLY ONE REQUEST FOR ASSISTANCE HAS BEEN RECIEVED BY RTDO/ATHENS. VIRTUALLY NONE OF THE REGIONAL OFFICES OF US FIRMS LOCATED IN ATHENS HAVE MADE USE OF THE VSMF SERVICE IN SPITE OF NOTIFICATIONS AND INVITATIONS.

5. WHILE THE VSMF SYSTEM MAKES AN ATTRACTIVE AND USEFUL ADDITION TO THE RESOURCES OF THE ECONOMIC COMMERCIAL SECTION, THE NOVELTY HAS WORN OFF. A DECREASE IN THE NUMBER OF OF VISITORS REQUESTING USE OF THE SYSTEM HAS LEAD US TO BEGIN TO DOUBT ITS LONG TERM EFFECTIVENESS, PARTICULARLY CONSIDERING THE COSTS INVOLVED. AS WE DO NOT PLAN A CONTINUOUS POSITIVE PROMOTION PROGRAM TO CALL IN PROSPECTIVE USERS OF THE SYSTEM WE CAN EXPECT, ACCORDING TO OUR EXPERIENCE, A LOWER USAGE RATE. WE HAVE NOT FOUND THE ENTHUSIASM FOR THE SYSTEM IN THE LOCAL BUSINESS COMMUNITY WHICH WE EXPECTED.

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